We claim:

1. A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:

    (a) receiving records of individuals from an existing database;

    (b) populating a web-based database with the individual records;

    (c) creating an access account for each individual record;

    (d) transmitting the access account to the individuals; and

    (e) enabling remote maintenance of the individual records by use of the access account.

2. The method of claim 1, wherein the records are received by transfer across an electronic link.

3. The method of claim 2, wherein the electronic link is electronic mail.

4. The method of claim 2, wherein the electronic link is selected from satellite systems, cable systems, direct modem connections, network connections, VPN connections, or Intranet connections.

5. The method of claim 1, wherein the populating of the web-based database with the individual records further comprises automatically mapping the records.

6. The method of claim 1, wherein the populating of the web-based database with the individual records further comprises manually mapping the records.

7. The method of claim 1, wherein the access accounts are generated automatically.

8. The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by fax.

9. The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by email.

10. The method of claim 1, wherein the temporary access accounts are transmitted by a media selected from voice mail, physical address, or pager.

1 11. The method of claim 1, wherein the remote maintenance occurs across the
2 Internet.

1 12. The method of claim 1, wherein the remote maintenance comprises altering the
2 individual records.

1 13. A method of automatically updating data records stored in a web-based database,
2 the method comprising the steps of:

3   (a) providing Internet access to the web-based database;;

4   (b) generating passwords for the data records;

5   (c) automatically distributing the passwords; and

6   (d) providing Internet access to the data records through use of the passwords.

1 14. The method of claim 13 wherein the Internet access to the data records is provided
2 for adding data to the records.

1 15. The method of claim 13 wherein the Internet access to the data records is provided
2 for amending the data in the records.

1 16. The method of claim 13 wherein the Internet access to the data records is provided
2 for restricting further access to the data in the records.

1 17. A remotely accessible data storage system, comprising:

2   (a) a database provided for storing customer data records;

3   (b) an account generator provided for creating access numbers for the data
4   records;

5   (c) a broadcast system provided for distributing the access numbers to the
6   customer; and

7   (d) an update system provided to enable customer access to the data records
8   by use of the access numbers.

1 18. The remotely accessible data storage system of claim 17, wherein the database is a
2 web-based database.

1   19.   The remotely accessible data storage system of claim 17, wherein the customer

2   data records include marketing profiles.

1   20.   The remotely accessible data storage system of claim 17, wherein the broadcast

2   system distributes the access numbers by facsimile.

1   21.   The remotely accessible data storage system of claim 17, wherein the broadcast

2   system distributes the access numbers by email.

3   22.   The remotely accessible data storage system of claim 17, wherein the broadcast

4   system distributes the access numbers by the media selected from voice mail, instant

5   messaging, mail, or by pager.

1   23.   The remotely accessible data storage system of claim 17, wherein the broadcast

2   system distributes the access numbers by a combination of fax, email, and voice mail